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receiving the items, and a back, and comprises an upper retaining means elongate in the crosswise direction and a lower carrying means elongate in the crosswise direction, placed under the retaining means and extending in parallel and rigidly connected herewith, said carrying means being provided with a relatively smooth and plane, essentially horizontal, upper supporting face and a stop for the items, which stop is adjacent to and placed behind the supporting face and elongate in the crosswise direction; and said retaining means having on its underside a rubber-elastic portion and a stop for the items, placed behind this portion and elongate in the crosswise direction.

2. (Amended) A carrying device according to claim 1, wherein the width of the carrying means as from the front of the carrying device is less than 20 mm, measured from the stop of the carrying means.

3. (Amended) A carrying device according to claim 1 wherein the width of the retaining means as from the front of the carrying device is less than 15 mm, measured from the stop of the carrying means to the rubber-elastic portion.

4. (Amended) A carrying device according to claim 1, wherein the rubber-elastic portion of the retaining means comprises an edge facing the items.

5. (Amended) A carrying device according to claim 1, wherein the rubber-elastic portion of the retaining means comprises a lip facing the items.

6. (Amended) A carrying device according to claim 5, wherein the lip points in a direction toward the stop of the retaining means.

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7. (Amended) A carrying device according to claim 1 and comprising a shelf arranged below on the front of the device.

8. (Amended) A carrying device according to claim 7, wherein said shelf has steps extending in the crosswise direction.

9. (Amended) A carrying device according to claim 8, wherein the steps are saw-tooth shaped with a low, steep or essentially vertical edge facing the stop of the carrying means.

10. (Amended) A carrying device according to claim 7, wherein the supporting face is above the shelf.

11. (Amended) A carrying device according to claim 10, wherein said shelf has saw-tooth shaped steps, peaks of

serration thereof being situated in a horizontal plane which is 0.2-1 mm below the plane of the supporting face.

12. (Amended) A carrying device according to claim 1, wherein the retaining means and carrying means are connected by an essentially vertical wall which preferably constitutes the two stops.

13. (Amended) A carrying device according to claim 1, wherein the retaining means and/or carrying means on their fronts have holders to hold signs, labels.

14. (Amended) A carrying device according to claim 1 and comprising suspension means for suspension of the device by a wall.

15. (Amended) A carrying device according to claim 14 and being provided below on the back with supporting means for support against a wall on which the carrying device is suspended.

16. (Amended) A carrying device according to claim 15, wherein the supporting means are lengthwise adjustable.

17. (Amended) A carrying device according to claim 16, wherein the supporting means are constituted by pieces of an extruded rubber blank which in the crosswise direction is

provided with longitudinal weakenings to permit a shortening of said rubber blank.

18. (Amended) A carrying device according to claim 1 and comprising legs or feet for resting on an essentially horizontal support face.

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19. (Amended) A carrying device according to claim 14 and further comprising catching means for carrying a below arranged carrying device of the same kind.

20. (Amended) A carrying device according to claim 19, wherein said catching means and suspension means on two interconnected carrying devices are adapted to be locked together.

21. (Amended) A carrying device according to claim 1, wherein said carrying device is of a form being elongate in the crosswire direction and having an essentially constant cross section.

22. (Amended) A carrying device according to claim 21, wherein the supporting structure of said carrying device is constituted of an extruded, elongate metal blank.

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